



CASE REPORT

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| 1. Complaint reference number | 29/07 |
| 2. Advertiser | Reece Pty Ltd |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 13 February 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is set in a most prestigious bathroom where a beautiful young woman with long dark hair is preparing for a date. The scene cuts to a plumpish man in an uncomfortable tuxedo arriving at her front door nervously holding a gift and ringing the doorbell. Inside the house the woman has slipped on a glamorous red silk evening dress, high heeled shoes and diamond earrings. She glides elegantly to the door but as she opens it, she is transformed into what is actually her "true self" - a not-so-slim, unsophisticated fuller-figured woman with a "Kath and Kim" accent - an image which suits her male date perfectly. Explaining the original image of the woman at the beginning of the scenario, a male voiceover tells us "You'll feel even more beautiful in a Reece bathroom. Reece. Part of every great Australian bathroom".

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

It is offensive because it is saying that one of these women is more beautiful than the other, it is sexist and discriminatory. That if you are a bit bigger you are less beautiful.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The creative idea behind the ad is not the comparison between the two girls. The ad is not about a beauty contest. It is about celebrating the bathroom as a private, intimate and joyous place where we can see ourselves how we want to. The advertisement depicts the fantasy of feeling extra special, like a bride on her wedding day.

We believe both girls are beautiful both on the inside and out. When the woman leaves the bathroom and we see the new girl appear at the door, she looks beautiful - this is one of the reasons we exaggerated the "twang" (in a Kath and Kim style) - to highlight the difference in a non-physical way. This is reinforced by the voiceover "you'll feel even more beautiful in a Reece bathroom".

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The board viewed the advertisement and considered whether it breached Section 2.1 of the Code dealing with discrimination.

The Board considered the differences between the women portrayed in the advertisement. The Board considered that most viewers would see very little difference between the two women. Regardless, the Board could find no evidence of discrimination or vilification of a particular section of society. Hence the Board concluded that the advertisement did not breach Section 2.1 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.